GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

UNSTARRED QUESTION NO:2757
ANSWERED ON:15.12.2015
Awareness of Consumer Law
Mahto Dr. Banshilal;Owaisi Shri Asaduddin

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) the details and the outcome of the consumer awareness campaigns launched by the Government;

(b) whether a large number of consumers in the country are unaware of their rights and the consumer laws;

(c) if so, the details thereof and the reasons therefor along with the steps being taken to create awareness of consumer rights; and

(d) whether the Government proposes to educate people by setting up Grahak Suvidha Kendras in the country and if so, the details thereof?

Answer

THE MINISTER FOR
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI RAM VILAS PASWAN)

(a) to (c) : The "Jago Grahak Jago" Consumer Awareness Campaign has been carried out on All India basis through various media like Newspapers, Magazines, All India Radio, Doordarshan, C&S Channel, Community Radio, Website, SMS, Digital Cinema, Pvt. FM Channel, Interactive Railway Enquiry Service, Bus Panel, Bus Queue Shelter, Display Board at Railway Stations/ Metro etc. A study carried out by M/s. Datamation Consultant Pvt. Ltd., in the year 2011 revealed that nearly 91% of the respondents were aware of the campaign.
(d) : The scheme namely "Grahak Suvidha Kendra" has been launched by this Department as pilot project in 6 cities of the Country i.e. (i) Jaipur, (ii) Ahmedabad, (iii) Bangalore, (iv) Patna, (v) Kolkata and (vi) New Delhi. As per the scheme, the Grahak Suvidha Kendra will educate people by giving them advice on consumer rights, obligations and practical pre purchase tips.
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